

# US Hass Avocado Market

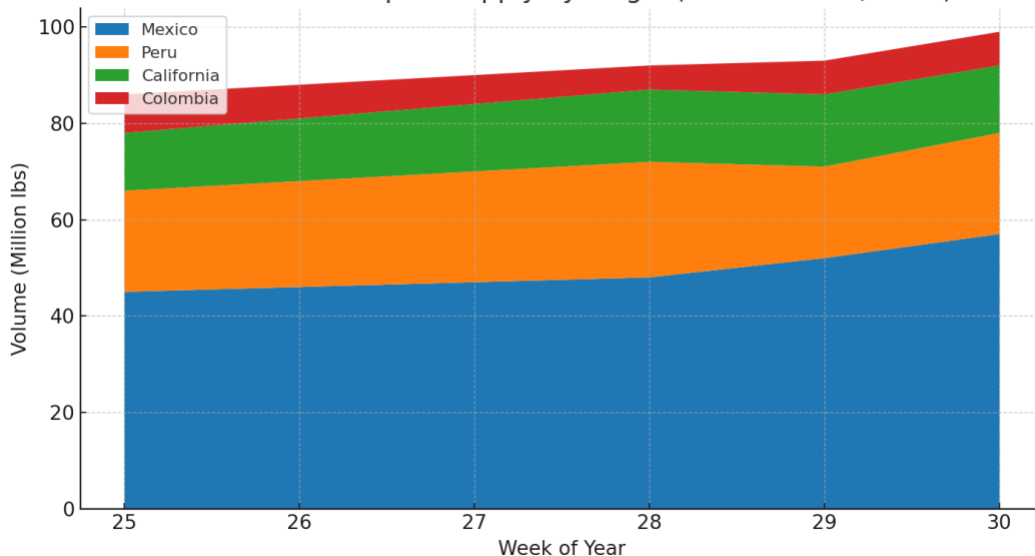
---

## Market Snapshot

---

- Avocado imports into the U.S. grew steadily in Week 30, climbing to just over **1,700 containers and truckloads**, the highest weekly inflow since mid-March. **Mexico remained the backbone of supply at 57%**, but the dynamics continue to shift, with **Peru expanding to 21%** of shipments and **California and Colombia together contributing another 20%**. This diversification of origins has provided consistent availability, even as seasonal declines in Peru create some uncertainty for the weeks ahead. Overall, the supply side remains strong, and buyers are benefiting from stable arrivals and competitive price conditions.
- At retail, the category continues to perform well, with **bagged avocados leading sales growth** thanks to shopper preference for convenience and value packs. **Medium-to-large Hass sizes** are moving quickest, supporting steady store turnover, while undersized or irregular fruit continues to face resistance and requires heavier promotional support. Promotional activity around standard sizing has shown encouraging lift, suggesting that retailers who prioritize these formats will capture stronger margins and maintain consumer momentum through the late summer period.

U.S. Avocado Import Supply by Origin (Weeks 25–30, 2025)





## Plans & Estimates

## Buyer Action Plan

- **Leverage Mexico's dominance** in supply to maintain steady ordering rhythms even with volumes up 8% week-over-week.
- **Capitalize on Peru's resurgence**—with Peru contributing 21%, up significantly—adjust sourcing to tap into increased availability.
- **Ensure strong visibility of bagged/medium-large formats**, which continue performing well at retail.
- **Monitor oversized or inconsistent fruit**, especially from origins like California and Colombia which may exhibit more variability.
- **Brighten promotional strategies**—timely messaging (e.g., snack-ready avocados) and pricing can maximize momentum from high inbound supply.

## Future Estimated Curve McAllen TX



## Contact Us

312 112th St S Suite A | Tacoma WA, 98444  
 253-353-5529 | [ethan@theandeanconnection.com](mailto:ethan@theandeanconnection.com)  
 Ethan Mayer – Executive Manager